

## REQUIREMENTS TO PARTICIPATE

If you wish to participate on public property, please submit the **Participation Form** available in your packet or online at [Beachstreets.com](http://Beachstreets.com) – Business Information tab.

The City of Long Beach Waiver included in your packet must be filled out if setting up in front of your establishment, which is public property. The Waiver is only needed if you're setting up on public property. Higher risk activities &/or services (e.g., skate parks, BMX bike demonstrations, etc.) shall require insurance, labeling the City of Long Beach as additionally insured, e.g. skate parks, bike demonstrations, etc. More information at [beachstreets.com](http://beachstreets.com) – Business Information tab.

## HEALTH PERMITS

If you wish to serve food outside of your establishment, you will not need a Health Permit from the City of Long Beach if the food is prepared inside & brought outside to serve. You must be serving in front of your establishment for this requirement to be valid.

## COMMUNITY MEETINGS

**SEPTEMBER 29, 2016**  
**MacArthur Park**  
 1321 E Anaheim St.  
 Long Beach, CA 90813  
 6:30PM – 8:30PM

**OCTOBER 13, 2016**  
**Recreation Golf Course**  
 5001 Deukmejian Dr.  
 Long Beach, CA 90804  
 6:30PM – 8:30PM

## HOW TO MAKE THE MOST OF BEACH STREETS

### DO'S

- ✓ Consider increasing your staff compared to an average Saturday. *Businesses tend to be very busy & have increased sales at Beach Streets.*
- ✓ Set up a table in front of your establishment & sell goods.
- ✓ Bring interactive activities or services pertaining to the active vibe of the event, e.g. Free face painting, games, arts & crafts, bike decorations, giveaways, live music, DJ, dancers, etc.
- ✓ Provide entertainment inside or adjacent to your establishment, especially if you have a private parking lot that can be activated.
- ✓ Highlight drink & food specials with outdoor signage.
- ✓ Promote your business with your Social Media accounts by tagging Beach Streets & by using the hashtags #beachstreetsbusiness & #beachstreets. Beach Streets Social Media accounts will share #beachstreetsbusiness regularly prior to the event.

### DONT'S

- ✗ Close your business just because there won't be vehicular traffic. *Beach Streets brings thousands of locals & visitors to your doorstep – some businesses have reported their best sales day ever was during a Beach Streets event!*
- ✗ Set up a tent in the street. (Unless pre-approved & within an entertainment hub.) The streets are to remain free-flowing for people on bike & foot.
- ✗ Block entire sidewalk. Though people will be biking & walking in the street, people may still travel on the sidewalk – especially those in wheelchairs.
- ✗ Bring in outside vendors not pertaining to your business or event to set up in front of your establishment. *Beach Streets is designed to highlight the local businesses in the neighborhood, & we want to ensure you & your neighbors receive maximum interest.*
- ✗ Provide just an "informational" table in front of your establishment. Experience has shown that this is less effective than activities & sales in front of the business. We encourage you to provide free interactive activities, sell goods, face painting, games, arts & crafts, bike decorations, giveaways, live music, DJ, dancers, etc.

## STREET CLOSURE INFORMATION

**BUSINESSES WILL NOT HAVE IN & OUT VEHICULAR ACCESS FROM 8:00AM – 5:30PM.**

**Please make arrangements for deliveries to be made prior to Saturday, November 12, 2016.**

**NO PARKING ALONG THE ROUTE BEGINS AT 6:00AM.**

**IF ANY CAR IS PARKED ON THE ROUTE AFTER 6:00AM, THE CAR WILL BE TOWED.**

Streets closed to vehicle traffic are labeled in orange on the map below. "NO PARKING" signs shall be posted 72 hours in advance.

Select side streets to the route shall be closed to thru traffic. No parking signs shall be posted on a portion of each side street 30 feet from Anaheim Street going North & South. The "Crossings" on the map are to allow for vehicular traffic to cross the route.

## TIMELINE

- 6:00AM** – No parking on the route goes into effect. If any car is parked on the route after 6:00AM, car will be towed.
- 6:30AM** – City begins closing streets.
- 8:00AM** – Full closure goes into effect.
- 3:30PM** – City begins to re-open the route to vehicular traffic.
- 5:30PM** – Route is fully open to traffic.

*Select portions of the route shall be posted for no parking prior to 6:00AM & will close prior to 8:00AM to allow for setup of event festivities.*

